

Estimation of Prospects Related to Developing Tourism and Recreational Services in the Krasnoyarsk Territory

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Abstract:

In spite of the unique character of tourism resources, the development of the tourism and recreational area of the Krasnoyarsk Territory is restrained, however it has lately become imminent. It is obvious that it is necessary to develop and take measures on developing the tourism and recreational area. In this context it is actual to research and reveal opportunities related to developing the tourism and recreational activity of the Krasnoyarsk Territory.

The conducted analysis and estimation give an opportunity to develop models related to the development of tourism and recreational activity on the territory of central areas of the Krasnoyarsk Territory.

Key words: recreation and tourism, estimation of tourism infrastructure, models of development.

JEL Classification: L83, F20

1. Introduction

The Krasnoyarsk Territory is a supporting region of the country. It is one of the leaders among subjects of the Federation in terms of the most important macroeconomic indicators – the amount of population, gross regional product, industrial production, volume of construction works, investment in basic capital and their contribution to the general indicators of the country development (Draft of the Strategy Related to Social and Economic Development of the Krasnoyarsk Territory). The project of the strategy related to the social and economic development of the Territory implicitly but still anticipates the development of various types of tourism in macro-regions of the territory. For example, it is planned to develop extreme tourism in the Northern macro-region, recreational and sports, cultural and educational, rural and ethnic tourism in the Southern macro-region, to create tourism and recreational zones and resort infrastructure in the Western micro-region, and cultural and educational tourism in the Priangar macro-region (Draft of the Strategy Related to Social and Economic Development of the Krasnoyarsk Territory).

2. Method

In order to estimate prospects related to developing tourism in Krasnoyarsk, it is necessary to make a detailed analysis of the content of its location, transportation network, and tourism infrastructure.

The specificity of transportation system of Krasnoyarsk includes the following:

Positive factors:

1. Convenient motor transport scheme formed by

- Federal auto tracks in the west-eastern (M-53) and north-southern (M-54) directions,

- Motor transport highways of the territory importance, and
 - Network of secondary hard-surface network that makes it possible to organize bus tourism routes.
2. Railways.
 3. Dynamic infrastructure development of the Emelyanovo International Airport, appearance of new air carriers.

Negative factors:

1. Remoteness from basic Western European capitals. It makes it almost impossible to use bus routes. Travels to the city are related to the air transportation. It increases their cost.

2. Transportation problems on the territory of the Krasnoyarsk city, division of the territory by natural and artificial barriers. Highways that serve to connect peripheral districts and provide entrance to external country roads do not manage to process the current transportation flows. The road carpet requires current or partially complete repair. The system of arterial streets lacks streets of the city importance with continuous traffic, and city speed roads. Multi-leveled junctions are unavailable. The main railway line and railways stations on the territory of the city complicate direct transportation connection of regions.

Water arteries of the city, especially the Yenisei River divide the territory of the city and complicate transportation connections of right- and left-bank regions under the lack of bridges (Zlotnikov 2011; Official Website of the Krasnoyarsk Administration).

Table 1 shows specialized types of tourism activity and factors that stipulate the development of Krasnoyarsk.

Table 1. Types of Tourism and Specialized Tourism Territories

Type of tourism activity	Characteristics of types of tourism activity	Positive factors
Business, congress and exhibiting, corporate tourism	<ul style="list-style-type: none"> • Corporate rest as combined with corporate training, assigning standards of corporate conduct, etc. • Business negotiations and meetings, and • Participating in business, research, scientific and practical and other conferences, congresses, forums 	<ul style="list-style-type: none"> • Development of Krasnoyarsk as an administrative, business, financial and economic, innovational, trading, logistic, cultural, educational, leisure, and service center; growth of internal and external economic activity of the business community whose interests are represented in the city, • Availability of the dynamically developing hotel sector that has infrastructure and technical opportunities to organize business meetings, conferences, and congresses, • Existing and progressing business culture that includes organization of numerous exhibitions, forums, seminars, roundtable discussions, and business trainings, and • Extending the presence of large foreign and Russian air companies in the Emelyanovo International Airport, increasing the number of regular flights in Russia and around the world.
Cultural and educational tourism	<ul style="list-style-type: none"> • Excursion tourism, • Visiting museums, historical and cultural monuments. 	<ul style="list-style-type: none"> • The greatest collection of various tourism facilities (museums, historical and cultural monuments) in the Krasnoyarsk Territory, • Krasnoyarsk is the city with rich historical traditions.
Entertaining tourism	<ul style="list-style-type: none"> • Tourism related to recreation (family rest and recreation), attending entertaining objects, • Tourism related to organizing leisure and rest in the urbanized environment by visiting trading and entertainment centers. 	<ul style="list-style-type: none"> • Picturesque land in the suburban zone with good ecology, relevant natural and recreational resources ("Bobrov Log" complex, "Roev Ruchey" flora and fauna park, "Stolby" reserve TER), • Availability of the developed recreational infrastructure, including places for general accommodation (hotels, recreation facilities), objects for entertainment and rest, • Availability of a great number of actively operating theaters of various specializations,

		<p>philharmonics, circus, exhibitions salons, and galleries,</p> <ul style="list-style-type: none"> • Progressive promotion of family trading and entertaining centers (with cinema complexes, food courts, sports and leisure events, etc.), • Developing infrastructure of the catering area; diversification of restaurant enterprises focused on various segments of the market (including with elements of thematic decoration and cultural and animation programs), and • Increasing number of enterprises that provide wellness services (beauty salons, etc.), fitness centers (including chains), entertainment industries (paint ball, bowling centers, etc.).
Sports tourism	<ul style="list-style-type: none"> • Sports tourism (skiing, mountaineering, etc.) • Trekking, • Cyclotourism. 	<ul style="list-style-type: none"> • Picturesque land on the city territory, • Availability of the "Bobrov Bor" complex with the developing recreational infrastructure on the city territory, • Availability of objects that make up interest for active tourism on the city territory ("Stolby" reserve, complex of sports equipment on the Rest Island, biathlon tracks, "Vestuzhanka" and "Dinamo" ski stadiums, "Nikolaevskaya Sopka" ski trail, ski bases, Center of Extreme Types of Sports, developing infrastructure of the Tatyshev Island, etc.), and • Natural and artificial water reservoirs that are suitable for developing water tourism (Abakanskiy creek in the area of the Rest Island, lake in the area of the Meat Cutting Plant, etc.)
Event tourism	<ul style="list-style-type: none"> • Tourism related to both active and passive participation in various interesting events (as a rule on a repeated basis) (sports, cultural, etc.) 	<ul style="list-style-type: none"> • Victory Day with the holiday fireworks and military parade, • International tournament of the I. Yarygin Catch Style Grand Pris, • City Day, • Tradition of creating New Year's ice towns for winter open-air celebrations, and • A great number of theatre and cinema first nights, concerts, road tours of acknowledged masters of culture of various genres (from the opera to pop show and circus).

Resource: compiled by the authors

Tables 2 and 3 give the general estimation of the tourism and recreational potential and quantitative parameters of the existing tourism infrastructure of Krasnoyarsk.

Table 2. Estimation of the Territory Tourism Potential (Zlotnikov 2011b)

Type of tourism activity	Estimation of the existing tourism resources	Marketing estimation	Total estimation of the potential of this type of tourism activity	Points
1. Business, corporate, congress	satisfactory	good	good	2
2. Cultural and educational	good	satisfactory	satisfactory	1
3. Sports	good	good	good	2
4. Treatment (sanatorium-resort),	good	good	good	2

recreational tourism				
5. Active and extreme tourism	good	good	good	2
6. Eco-tourism	satisfactory	insufficient	insufficient	1
7. Rural tourism	insufficient	insufficient	insufficient	0
8. Entertainment tourism (related to visiting theaters, concert halls, sports constructions, entertainment centers), family rest	good	satisfactory	satisfactory	2
9. Event tourism	satisfactory	satisfactory	satisfactory	1
10. Hunting and fishing	insufficient	insufficient	insufficient	0
Total points (out of 20 possible)				13

Resource: compiled by the authors

Table 3 . Quantitative Parameters of the Existing Tourism Infrastructure of Krasnoyarsk

Capacity of the hotel base (number of places)	71 / 7388
Museums, galleries, exhibitions	12
Historical and cultural monuments	158
Theaters, concert halls	14
Sports and entertainment and sports constructions	71
Entertainment centers	42
Business exhibition centers	5
Reserves, parks and other natural objects	3
Average estimation of the tourism potential (according to 20 points scale)	13

Resource: compiled by the authors on the basis of materials of the territorial body of the federal service of state statistics on the Krasnoyarsk Territory (Statistiks of the Krasnoyarsk Territory).

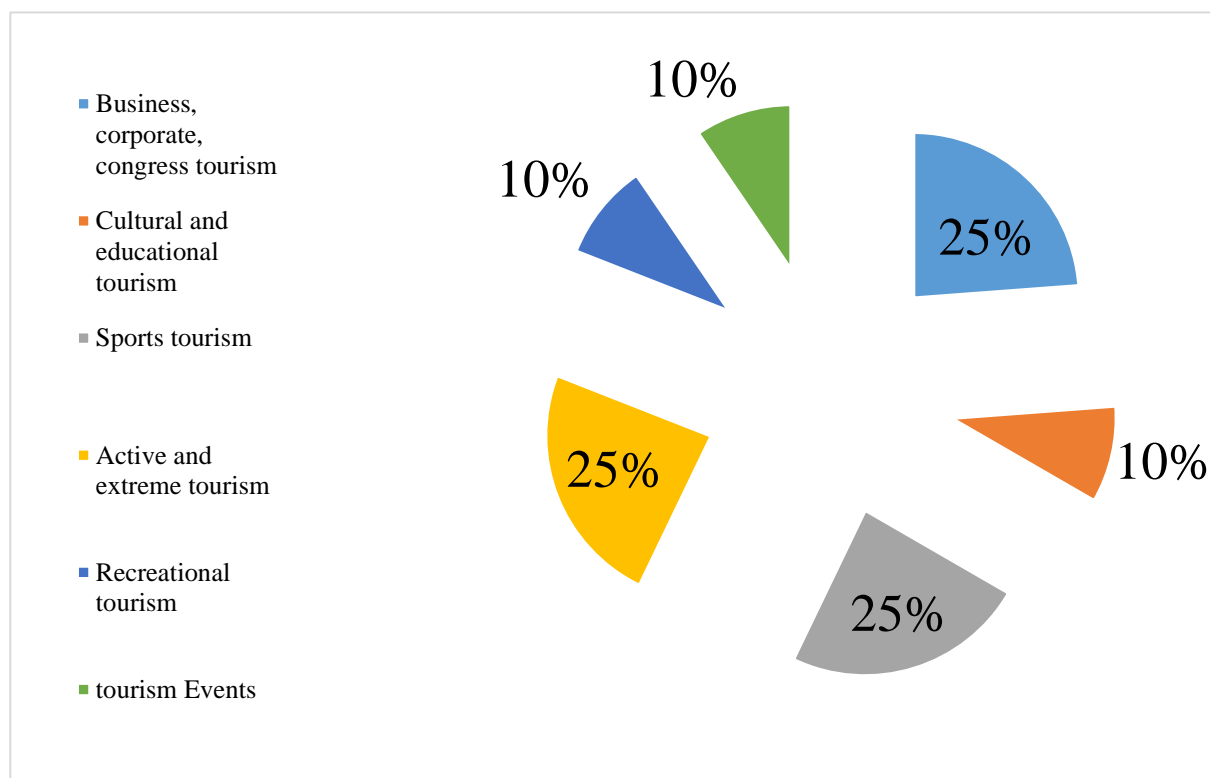


Figure 1. Estimation of Tourism Development Prospects (According to Types) (Touristic Portal of Krasnoyarsk)

3. Result

On the basis of the analysis of the tourism potential, positive and negative factors that influence the tourism development, the following possible models of development have been revealed (Zlotnikov 2011a; Zlotnikov 2004)

For the nearest five years the inertial model is optimal for a number of recreational zones. It supposes extensive development of the existing areas of tourism on the same resourceful base. In this case the market geography will not change: the basic flow will consist of internal tourists as well as guests from adjacent territories of the Siberian Federal District. In summer the cultural, active, and recreational types of tourism will prevail. The degree of the flow commercialization will increase inconsiderably. Modeling of the transportation scheme is not required because the basic number of tourists use their personal transport means. The sector of bus transfers is extremely inconsiderable.

Under the maintaining hard seasonability, the personnel working in the tourism sector will be involved mainly in the summer. Consequently, the request for training qualified labor force for the sector remains low.

Advantages and disadvantages of the model:

Advantages: no need to make large-scale investments,

Disadvantages: maintaining the seasonable nature, domination of the non-commercialized flow.

For other zones the existing external factors of the demand situation presuppose the possibility of active intensive variants of the tourism development. Pursuing this policy anticipates the market diversifying, and occurring of specialized products. The market geography includes Krasnoyarsk, the Krasnoyarsk Territory, and subjects of the Siberian Federal District and inconsiderable flow from large cities and metropolitans of the European part of Russia. Stable growth of the market is 10-15% on average according to areas. The flow of foreign tourists is not massive. Business tourists exclusively dominate. Air-hub in Krasnoyarsk will somehow increase the number of potential cultural tourists. The growing flow will require to construct additional accommodation places with the relevant comfort. Along with this, it is will be necessary to construct the auxiliary service infrastructure and entertaining objects. The area will be industrialized and technologized according to various areas both of the area and servicing – insurance, communications, special services, centers that sell and service equipment, souvenir products, package of sports technologies, etc. However, the tourism complex can achieve the modern technological level only in the long-term perspective. The diversification of tourism products, development of new areas will mitigate hard seasonability. All-seasonal tourism complex stipulates the need to satiate the labor market with the qualified labor force. In its turn it creates the request for forming the cultural policy. It contributes to the maximum development of the human capital of the territory.

The active model anticipates the greatest capitalization both of the territory resources and the human potential. The development of the tourism industry in this term anticipates the provision of the quality of the rendered services in compliance with the global standards. It causes the implementation of standards that are new for the territory under research. This process will touch upon a great number of types of economic activity: construction (including residential), trading, production of equipment and components for the tourism area and supporting areas, as well as education, medicine, area of services and many others. The development of tourism according to the active model requires special attention to solving ecological issues, especially protection of the underground world of caves.

4. Discussion

Medical tourism deserves special attention in modeling tourism development. It is explained by the fact that the market of medical tourism does not have any limitations in the development. Equipment, qualified staff and good price-quality correlation are all what is required. In terms of this information, medical clinics of Chinese and Spanish cities were analyzed in details. These countries were selected because of their geographic location.

The analysis showed that both in China and Spain there were highly qualified clinics guaranteeing high quality of medical services that were unavailable in Krasnoyarsk. Krasnoyarsk clinics can offer foreign patients services in the area of cardio-surgery and ophthalmology. All services are of high quality. In their turn prices are considerably lower than those in similar clinics abroad. (Specific names are not provided to avoid advertisement and subvertisement).

5. Conclusion

Thus, it is possible to make the following conclusions:

- The considered models of the tourism complex development anticipate various volumes of the potential tourists' flow. In the medium-term perspective the inertial model that anticipates extensive development of the area provides the growth of the tourists' flow volume by 10%-15% on average according to areas. In the long-term perspective the growth of the tourists' flow will decrease by 5% - 7% of the annual growth. The active model stipulates a wider geography of the market. Consequently, the potential tourists' flow attracted to the territory by a more diversified and qualitative tourist offer increases. In case of implementing the active scenario of the tourist area development, in the medium-term perspective the flow will exceed the probable flow of the inertial scenario by 10% - 12%, and by 15% - 20% in the long-term perspective. The volume of tourists' flows of inertial and active scenarios of the area development may increase gradually. The active policy on promoting the territory as a tourism destination will contribute to the intensification of the tourists' flow. Tourists' flows are segmented according to types of tourism, and the growth in various segments is inhomogeneous. Pursuing the coordinated inter-regional policy on tourism development, as well as active marketing of the territory in the medium-term perspective can form a stable flow of foreign tourists whose share can make up to 30% of the total flow, but in the long-term perspective,

- When implementing the models, the following conditions will be achieved: creation of a qualitatively new infrastructure, organization of expanding the number of tourists' attractions, improvement of the quality of the provided services, increase in the efficiency of the area, and social development of municipal areas (TripAdvisor), and

- The medical tourism can be considered as an additional method to develop the internal tourist offer, and requires more detailed researches (World Tourism Organization).

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